

## University Column

### A LETTER FROM FRANCE

The following letter from Jesse Osborn, written to Luther Ambrose, will be read with interest, not only by Members of Phi Delta, but by Bereans in general.

A. E. F., May 21, 1918.

Dear Luther:—

I have just received your invitation to the Phi Delta Banquet. Thanks for your thoughtfulness, but it would be inconvenient for me to attend this year. My feast is spread at Arras.

Phi Delta has done good work this year. I have allowed the whole school year to pass and not taken time to tell you present members that I am proud of you and Phi Delta. Many Saturday evenings I have wished to be back among you.

Soldiering in France is not easy, but it is not dull and monotonous. We have tasted modern warfare. Most of our time has been spent bridging the Somme—part of the time under shell fire, bombed all the time. Besides we have been in the front line trenches, gone thru barrage fires and gas attacks and been partakers in the greatest retreat of history. It is not finished yet; we are preparing and waiting for the Boche to start their new offensive. Some have been killed, more will be, but as for me—save a place at the banquet next year.

Your brother in Phi Delta.  
Jesse Osborn.

### HER SOLDIER BOY

There's a cottage in Kentucky where a mother kneels to pray,

For her boy who joined the colors, and so bravely marched away; He has gone to fight for Freedom in a land across the sea.

Gone to fight for home and liberty, for Christ, and you, and me, May his courage never falter, in the march toward the foe.

As he crosses bloody Flanders, where the lilies used to grow, This the prayer his mother voices, as she gazes far away.

And seems to see her little boy in childhood's happy play;

It was but yesterday to her that he was just a lad,

He played his games around the house, and always seemed so glad;

And now he's gone from home and kin, fighting for the right;

May God watch over his footsteps, in the darkness of the night.

And, when Freedom's flag aloft, shall wave to cover all mankind,

May he return to her, a man, her sheltering arms to find.

—Dad.

### RAYMOND RETURNS TO BEREA

Rev. C. Rexford Raymond, D. D., pastor of one of the leading churches in Brooklyn, N. Y., is remembered in hundreds of homes thorough the mountains as a former Berea teacher and extension worker. He is finally returning to his earliest call and will rejoin Berea's forces next fall as Dean of Religious Education to have particular oversight in the Bible Class Work for which Berea is so distinguished. He will also have time to visit his old friends in the mountains and his coming will mean encouragement and help to hundreds of struggling churches in eastern Kentucky and adjoining states.

In answer to queries regarding the protection afforded against mustard gas by American masks, word has come from the Expeditionary Forces that no information has been received that any box respirator of American or English manufacture has yet been penetrated in the field.

### THE LETTER HE LIKES

Send a Picture Letter—Show Him That Things are Going Well at Home

Suppose you had to be away from home for months and months, and suppose one day you received a fat illustrated letter from that home. You wouldn't just toss it aside, unopened, would you?

W. Frank Persons, director general of the Bureau of Civilian Relief, is just home from France and has a word to say about those letters from home. Mr. Persons knows a lot about our American boys in France, what they want and need—for he has talked to so many of them.

"Throughout France," he says, "from every source I hear only uniform approval of the morale of the fighting men."

"The bravery, patience and fine spirit of the American soldiers keep up even though the men are often lonely in a strange land far from home."

### Newsy Letters are Best

"It is very important," Mr. Persons suggests, "to keep the American home a living reality to those boys over there. Write your letters regularly and frequently, giving complete news—personal news not worth a line in any newspaper, but of real moment to a member of the family."

"This serial story of home life should be illustrated with plenty of snapshots and pictures. News and frequent pictures of children are peculiarly important. Those at home see the children daily; but from a distance of 3,000 miles, and in a war environment, it is difficult to imagine a satisfactory picture of how a child who was left wearing curls really looks after his first haircut, or how he looks with his little fists pushed down in the pockets of his first pair of pants."

"Such home news keeps up the buoyant spirit of brother, father, uncle and friend. Absence of such news may send him into battle worried, blue or morose, and in no mental shape to take care of himself, or do his full part in protecting his trench mates."

"And worry about the condition of his loved ones tends to put the soldier into a condition where he is subject to shell shock. The best insurance against this serious by-product of modern warfare, the physicians say, is for a man to go over the top or meet a charge with no other thought in mind than the success of the grim business at hand. Cheerful letters from home produce the proper mental attitude if they reflect the confidence that the folks at home are lacking nothing."

### Home Service Steadies the Soldiers' Morale

"There can be no more certain means of steadying the morale of the soldier than to give him the assurance that, whatever may happen to the folks at home, the Home Service Section of the American Red Cross in his home town may be depended on to act promptly, sympathetically and adequately to maintain the comfort and peace of mind of those he has left behind."

The Army Medical Department has developed a mobile X-ray outfit for use near the front, carried on a modified Army ambulance. It consists of a standard portable outfit made up of a Delco gas electric set, high-tension transformer, special type Coolidge tube, and includes an X-ray table, dark room, and complete set of apparatus for the localization of foreign bodies. Some of these outfits are already in service abroad and 55 are in course of shipment.

## FIRST AMERICAN-BUILT TANK IS BIGGEST YET



The first American-built tank, called the "America," is the biggest ever constructed, and is greatly superior in power to any other. It weighs 45 tons, and is propelled by steam.

## If You Only Knew the Labor That Goes Into Every "Ad," You Would Never Skip Another One

By J. R. HAMILTON

Former Advertising Manager of Wanamaker's, Philadelphia

Every little three-line item you read has turned the wheels of some great factory. Every time you see a cut price the number of gray hairs in the world has been increased.

Many an advertisement is planned a year before it ever finds its way into print. One advertisement in Philadelphia a few years ago opened up the copper mines in Colorado six months before it ever appeared. A thousand miners began digging copper on a contract of brass beds that were going to be made that were going to be advertised.

You see perhaps some piece of muslin wear advertised here whose trimming is pretty, or some gown whose design is elegant. The chances are that a hundred styles were discarded or changed to get this one for you. And all the while the buyer of your favorite store was picking and choosing he had you in mind. He was building the advertisement that would catch your eye and please your fancy and your pocketbook.

If you had been there you would have heard him telling the manufacturer, "My customers are particular. They must have the best that there is at the lowest price that can be made. You've got to give me something better than you give to anyone else."

Every one of these buyers is fighting for you, and it is up to you to show your loyalty to them.

The store that advertises to trick its customers is almost a relic in this present day.

Many a time you find a bargain that turns out better than the advertisement claimed it to be, and you think somebody, somewhere, has made a mistake. But there was no mistake. It was put there purposely to win your confidence.

Every ounce of human ingenuity is brought to bear upon the advertising of the present day. To write the real story of a single item would be to write a chapter in the history of commerce.

These merchants who have figured on costs till their eyes gave out; these buyers who have studied every angle of their work, are trying to tell you through their advertising just what they have done for you. And the least you can do is to read what they have to say.

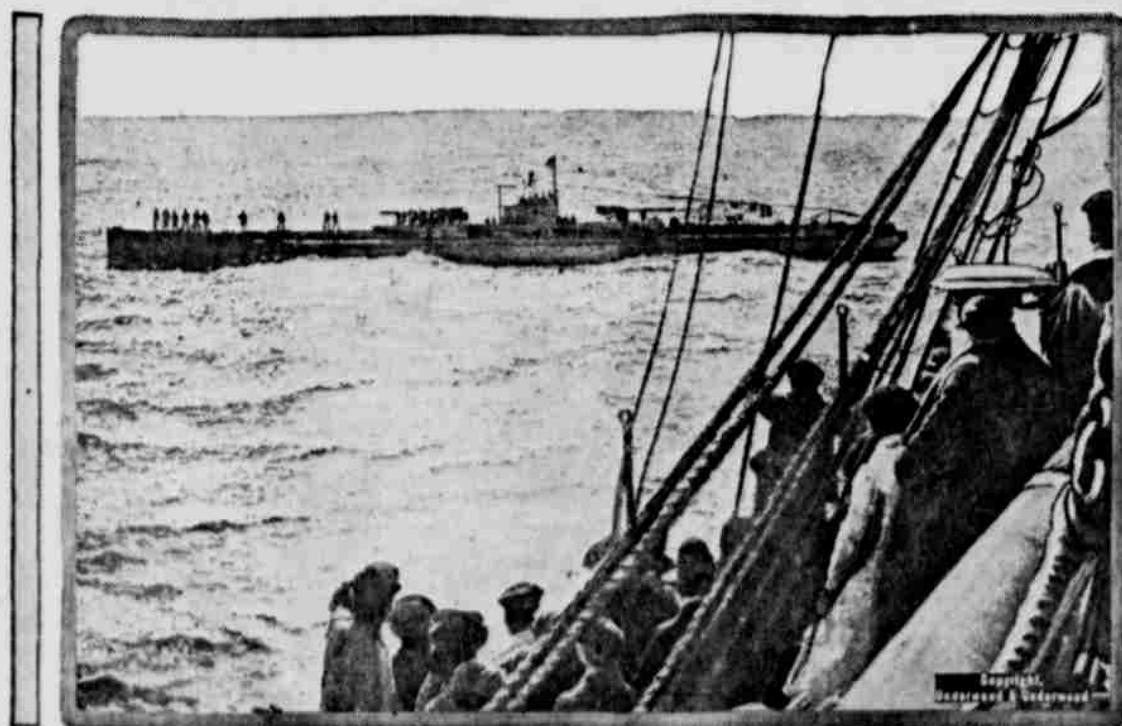
The report of all their efforts is in this paper today. The advertising news to you should be interesting news after this.

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Over 3,000 women are at work in the production of gas masks at the Long Island gas-defense plant.

Women stenographers and typists are now being enrolled in the Naval reserve as yeomen.

## HUGE GERMAN SUBMARINE STOPPING SPANISH LINER



This German submarine, one of the largest type employed by the Teutons for long-range cruises, has stopped the Spanish mail steamer Infanta Isabel de Borbon off Cadiz. The submarine is shown circling about the steamer while five officers and 15 men of the crew were busy searching the detained ship. The photograph was made from the upper structure of the Spanish steamer while the search was in progress.

## JOSEPH R. GUITERAS



Joseph R. Guiteras, a young mining engineer, traveled 7,000 miles, from Chile, to join the American army. His father formerly was a surgeon in the Navy.

**Speed—Speed—Speed!**

Uncle Sam pushed the clock ahead one hour to give more light.

Take advantage of it. You owe it to yourself and your country to make every minute count.

Use your car—passenger or commercial—to the limit.

Samuel P. Colt, president of the United States Rubber Company, helped awaken the country to the economic value of the automobile last fall. He said—

"Everything on wheels must be used and mobilized."

"The automobile is second to the railroads as an adjunct and supplementary to them in collecting and distributing merchandise."

"Owners should use their cars, both passenger and commercial, more and more."

Make the most of your car by using the tires that will extend its usefulness to the utmost.

Use good tires—United States Tires.

They last longest and carry you farthest at least cost.

There is a United States Tire for every car or truck—to guarantee uninterrupted service and greatest economy.

Our nearest Sales and Service Depot dealer will tell you which ones will serve you best.

**United States Tires are Good Tires**

**How Women Hate.**  
"What makes you think all women hate each other?" "Because a woman so seldom brings up a son fit to be another woman's husband."—Philadelphia Ledger.

**Good to Remember.**  
It is well to have visions of a better life than that of every day, but it is the life of every day from which elements of a better life must come.—Maeterlinck.

## SHERM'S DOTS



### THE DOTS SOMEWHERE IN FRANCE.

By Clifford Leon Sherman.

Dear Folks:—I am writing this letter rather hurriedly, as I want it to go on the next mail, which, I understand, will leave on the transport. There are so many interesting things to write about that I have made up my mind to tell you about the rest of our trip over before I commence on France. The seventh day out found us all well and with ravenous appetites. Along toward evening I was strolling around the deck asking questions, as any landlubber will, when the lookout yelled about something on the port bow. And sure enough there we saw a SAMMY.

To complete the picture, draw a line from dot 1 to dot 2, then from dot 2 to dot 3, and so on.

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